

ORDER



Orders	Order / Rev:	67610
	Alt Order #:	9850119 /Brad
	Product Desc:	Rob McCord - Treasurer
	Estimate:	
	Flight Dates:	10/23/12 - 11/05/12
	Original Date / Rev:	10/22/12 / 10/23/12
	Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	Campaign Group
	Buying Contact:	
	Billing Contact:	
		1600 Locust Street
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	McCord/D/PA Treasurer
	Demographic:	A35+
	Product Codes:	State Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$12,520.00	\$10,642.00
10/29/12	11/05/12	23	\$13,420.00	\$11,407.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$12,520.00	\$10,642.00	0.00
November 2012	23	\$13,420.00	\$11,407.00	0.00
Totals	40	\$25,940.00	\$22,049.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	21%	\$25,940.00
Market	100%	\$123,523.81

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	2%	\$2,470.48
WGAL	38%	\$46,939.05
WHTM	24%	\$29,645.71
WLYH	0%	\$0.00
WPMT	15%	\$18,528.57

[illegible]

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Flight Dates: 10/23/12 - 11/05/12

Advertiser: McCord/D/PA Treasurer
Product Desc: Rob McCord - Treasurer
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	10/23/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	8	\$3,600.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/23/12-10/29/12	M-F 730p-8p See MG 11.2,11.3,11.4 [Preempted by NSM]			730p-8p	MTWThF----	:30		(\$450.00)		0.00	NM		
4	WHP	10/23/12-10/29/12	M-F 730p-8p See MG 11.2,11.3,11.4 [Preempted by NSM]			730p-8p	MTWThF----	:30		(\$450.00)		0.00	NM		
N 4	WHP	10/23/12	11/05/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	2	\$270.00
N 5	WHP	10/23/12	11/05/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	2	\$270.00
N 6	WHP	10/23/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
N 7	WHP	10/30/12	10/30/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N 8	WHP	10/23/12	11/05/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
N 9	WHP	10/23/12	10/25/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N 10	WHP	10/23/12	11/05/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	2	\$1,800.00
N 11	WHP	10/23/12	10/26/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	3	\$2,300.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/26/12	Fri Reg 3 See MG 11.2,11.3,11.4 [No Avail]			10p-11p	----F--	:30		(\$1,000.00)		0.00	NM		
2	WHP	10/28/12-10/28/12	NFL RS Game Early Ⓜ MG for 3.2,2.4,3.4,11.1 [MG within Flight]			1p-4p	-----Su	:30		\$1,300.00		0.00	NM		
3	WHP	10/23/12-10/26/12	Fri Reg 1 Ⓜ MG for 3.2,2.4,3.4,11.1 [MG within Flight]			8p-9p	----F--	:30		\$800.00		0.00	NM		
4	WHP	10/27/12-10/27/12	SEC Day Game Ⓜ MG for 3.2,2.4,3.4,11.1 [MG within Flight]			Various	-----Sa-	:30		\$200.00		0.00	NM		
N 12	WHP	10/23/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
N 13	WHP	10/23/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
													Totals	40	\$25,940.00